



Ministry of Housing, Utilities  
and Urban Communities



Housing & Building National Research Center International Conference  
**Future Vision & Challenges for Urban Development**  
**“Green Smart Sustainable Building between Present & Future”**  
14<sup>th</sup> - 17<sup>th</sup> December 2024 - Cairo, Egypt



Housing & Building  
National Research Center

## - Panel Title: Reconsidering city assets through Facility Management

### - Abstract and objectives

The concept of developing integrated significant sites provides opportunities to utilize assets for sustainable development, with a special emphasis on-site management. Cities face challenges but also have assets that offer many potential opportunities. Challenges may include how to deal with the original urban pattern, service provision model, and existing urban management systems. Approaches to addressing these challenges differ, as do the solutions, and these approaches vary from one city to another.

Globally, city managers and urban planners have started to recognize the value of integrated development and sustainable facility management rather than merely focusing on developing or reuse of each asset in isolation. Therefore, there is a need to emphasize the development of entire sites or areas, including all their components and assets, for sustainable city development. The panel will explore how to implement new concepts of integrated city-wide or integrated site development, taking into account the classification of assets and potentials, reuse of significant assets and the reuse alternatives.

This panel will discuss evidence-based solutions to achieving regeneration and sustainable development through applying facility management. It will present several case studies of projects that have transformed forgotten assets into tourist hubs and new regeneration areas. It will also explore the creation of virtual tours, maps of tourist sites and landmarks, and other related topics.

The panel discussion aims to clarify that Urban development and assets management approach addresses the challenges by acting as an inter-mediator between diverse stakeholder interests in the built environment and ensuring social value is embedded in with economic and environmental concerns. It also clarify how applying facility management will help to evaluate the potential for urban revitalization in the city by examining its resources and the initial impacts of different options. It also aims to determine how to oversee the entire site as a unified entity, rather than just focusing on individual asset.

This panel aims at achieving the following objectives:

- (1) Understand the concept of city assets and their significance in urban development and sustainability.
- (2) Explore the limitations of traditional asset management approaches and the need for a more holistic perspective.
- (3) Examine the role of facility management in optimizing city asset performance and maximizing their value.
- (4) Identify key strategies and best practices for implementing effective facility management in urban contexts.
- (5) Discuss the potential benefits of a facility management approach for cities, including cost savings, improved service delivery, and enhanced sustainability.



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### - Outlines and biography of speakers

Regarding the panel program, we envision that it will start with presentations from the lead partners followed by discussions. The HBRC team will identify several speakers to present case studies and/or experiences related to the theme of the panel. The team will also invite a significant audience to enrich the discussions during the panel.



**Dalila ElKerdany, Ph.D.**

Dalila ElKerdany is granted the **State Merit Award in the Arts** in 2023 for her career achievements. She is currently a Professor emeritus of Architecture and Urban Design at the Faculty of Engineering, Cairo University. She has supervised and is a jury member for numerous Master and Doctorate thesis. ElKerdany has acted as member in many national and international architecture competitions and awards juries; in addition to her participation in important committees in both the Egyptian Ministries of Culture, and Tourism and Antiquities. She is a practicing architect; and a Chairman of MIMAR Engineering Consultancy. In addition to her local education and practice in Egypt, she studied and practiced in California USA (1989-92), and Berlin Germany (1979-80). Since her graduation, she is involved in research, education, as well as practice in the fields of design, conservation, and heritage.



**Abou Terra Al -  
Ismailia Real Estate**

Youssef Abou Terra is the Marketing Manager at Al Ismaelia for Real Estate Investment. With a deep passion for revitalizing Downtown Cairo, Youssef plays a key role in shaping strategies that breathe new life into historic buildings, turning them into cultural and commercial hubs. His work combines creative vision with a commitment to preserving the area's unique heritage while fostering its economic growth.



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**Eng. Sherif Maged  
Khaled, Africa FM Chair**

Sherif is a well experienced facility management professional with over 26 years of experience managing Housing, Housekeeping, Landscape, Real Estate, and Transportation Departments. Sherif worked at HAMZA ASSOCIATES as a Structural Engineer designing Bibliotheca Alexandrina under sponsorship of UNESCO. AUC Sustainability was under his responsibility till November 2023.

He holds an MBA from AUC, a Master of Science from Cairo University, Engineering, and a Bachelor degree in Civil Engineering from Cairo University.

He also is a Facilities Management Consultant with international credentials (SFP and FMP) from IFMA.

Sherif is the current Africa FM Chair, and he is a Co-Founder, former Vice Chair of EGYFMA, and also Sherif is a Global FM board member representing EGYFMA.

A Member in APPA Institute for Facilities Management.

Currently, Sherif is a part time FM instructor in AUC, FM Diploma courses developer and coordinator, and a subject matter expert in AUC FM. Finally, a LEED Auditor for FM 41,000 from BSI



**Eng. Yasser Zannoun,  
EuroFM Ambassador**

Co-founder and Managing Director of the European Facilities Management Company "Voice of FM," the first company specializing in facilities management consulting and training in MENA region. Euro FM Ambassador to the Arab Republic of Egypt since 2018. Co-Founding member of the Egyptian Facility Management Association (EGYFMA). Former Secretary General of the Egyptian Facility Management Association (April 2019 -March 2024). Specialized in designing and developing educational and training facilities management curricula based on walls for many local and international government agencies. With over 24 years of experience in facilities management and service management in the Arab Republic of Egypt and the Gulf region, I have progressed through positions from site engineer to project manager, then joined the Business Development Department and then the Commercial Manager of the largest facilities management company in the Arab Republic of Egypt, which provides its services to more than 300 clients. I have had the honor of working in the companies (ProService Engineering, Elofoq Facilities Management Company, Siyana Facilities Management Company, Contrack Facilities Management Company, one of the Orascom Group companies).